BTEC Assignment Brief

Qualification	BTEC International Level 3 Diploma in Esports BTEC International Level 3 Extended Diploma in Esports
Unit number and title	**21**: Customer Immersion Experiences
Learning aim(s)	**A:** Investigate the marketing of customer experiences for different products and services **B:** Plan and deliver a customer experience to meet objectives **C:** Reflect on the success of the customer experience in meeting set objectives
Assignment title	Hands On!
Assessor	
Issue date	
Hand-in deadline	

Vocational scenario or context	To promote your esports team and recruit more players, your college's management team has asked you to plan and deliver a customer immersion experience for an esports product or service of your choice that will be implemented at a forthcoming open event. They are wanting to allow future students to have a hands-on experience rather than targeting them through the more traditional forms of marketing. They believe that if potential students can experience an aspect of esports in a fun and creative way, then they are more likely to form a personal bond and buy into the college and its esports department.

Task 1	To demonstrate your understanding of customer immersion experience as a marketing tool, you should gather research into the purpose, use and success of customer immersion experiences within the marketing of two different products or services which could be related to esports but could also be from another area of interest. Using your research, you should prepare a digital report for the college's management team which evaluates the importance of customer immersion experiences within the promotion of two different products or services. Your report should evaluate: • the purpose of customer immersion experiences in marketing campaigns • how customer immersion experiences have been used to effectively promote your chosen products or services to a target market • the importance of customer immersion experiences in the achievement of successful outcomes across both products or services

Checklist of evidence required	• Digital report

Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain the purpose of using customer experiences in marketing campaigns.
A.P2	Describe the use of customer immersion experiences in the promotion of different products/services.
A.M1	Analyse the effectiveness of customer immersion experiences in the promotion of different products/services.
A.D1	Evaluate the importance of customer immersion experiences in the promotion of different products/services to achieve successful outcomes.
Task 2	**Plan** You should now create a detailed plan for your esports customer immersion experience that promotes a product or service. The plan should include: • rationale and purpose • aims and objectives • resources and logistical considerations • details of publicity, press, social media and partnerships • contingency planning • methods for collecting audience feedback • budget • timescale • research undertaken **Implement** You should then implement your customer immersion experience as planned and ensure that the experience effectively promotes your selected product or service. You should create an individual vlog with supporting commentary to record how you managed the customer immersion experience. This should include references to marketing skills demonstrated and how you collected audience feedback. You will need to gather evidence of audience feedback and touchpoint data throughout your customer immersion experience to inform your review. **Review** On completion of your customer immersion experience implementation, you need to evaluate its overall success in line with audience feedback, delayed feedback and any social media interactions. You should make judgements on the success of the overall experience and plan, in line with the aims and objectives set. You will need to prepare an individual electronic report that evaluates the importance of your customer experience plan and the experience itself in promoting your chosen product or service effectively. You should justify any suggestions for improvement and should include: • findings from audience feedback • evaluations of team and individual performance • justification as to the success of the plan and customer immersion experience in relation to aims/objectives, timescales, attendance levels and sales/share targets etc.
Checklist of	• Customer immersion experience plan

evidence required	• Event vlog with supporting commentary • Video footage and/or observation records of your contribution to the event • Electronic report that reviews the event and its planning

Criteria covered by this task:	
Unit/criteria reference	To achieve the criteria you must show that you are able to:
B.P3	Produce an outline plan, including immersion experiences, for an experiential marketing event that will promote a selected product or service.
B.P4	Product a basic budget and timescale for an experiential marketing event.
B.P5	Demonstrate relevant management and marketing skills when running an experiential event and gathering audience feedback.
C.P6	Review the success of the customer experience in meeting aims and objectives.
B.M2	Produce a detailed plan, including appropriate immersion experiences, with detailed research, budgeting and timescales that will promote a selected product or service.
B.M3	Demonstrate effective management and marketing skills when running an experiential event and gathering audience feedback.
C.M4	Analyse the success of planning and use of immersion experiences in promoting a product or service effectively, outlining relevant areas for improvement.
B.D2	Implement a comprehensive plan including well-developed immersion experiences to effectively promote a selected product or service.
C.D3	Evaluate the importance of the detailed customer experience plan and immersion experiences in the effective promotion of a selected product or service, justifying suggestions for improvement.
Sources of information to support you with this assignment	**Websites** eventmanagerblog.com/experiential-marketing-event-planners-guide ideastogo.com/articles-on-innovation/5-steps-for-success-in-consumer-immersion forbes.com/sites/sethporges/2016/06/09/the-6-secrets-to-creating-a-truly-immersive-experience/ venturebeat.com/2019/06/09/the-top-10-immersive-marketing-and-brand-experience-events/ **Textbooks** Smilansky, S. *Experiential Marketing: A Practical Guide to Interactive Brand Experiences* (2017). Dowson, R. and Bassett, D. *Event Planning and Management* (2018). Smith, K. and Hanover, D. *Experiential Marketing: Secrets, Strategies and Success Stories* (2016).